

RJ REYNOLDS

TOBACCO COMPANY

COPY

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Region Operations Mgr

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Suite #108

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June 24, 1997

RJR Account #336100
KINNEY DRUGS

AUGUST WINSTON B2G2F / PROMOTION #700465

WINSTON B1G1F product has been ordered (see quantities listed below), as well as 90 skus of B2G2F sleeves (Item #526982) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>#/ (6M) Cases</u> <u>B1G1F</u>
12300-24091	Box	<u>12</u>
12300-24092	Light Box	<u>12</u>

PO #071497

<u>Product / Premium Arrival:</u>	<u>July 14, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: July 28, 1997</u>
<u>SKU CUBE:</u>	<u>1.4360</u>
<u>SKU WT (w/o Product):</u>	<u>3.7500 lbs</u>
<u>Retail Sales Offer per Sku:</u>	<u>20 units</u>

Billing per Sku: 4 Full Price Cartons

Non-EFT \$ Amount: \$2,226.48

(State Breakdowns:

2 Cases Each Style: VT \$431.08; 10 Cases Each Style: NY \$1,795.40)

51845 9800

-2-

B2G2F

KINNEY DRUGS

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free sleeves; two (2) buy-1-get-1-free pre-banded units should be placed into the sleeve. Consumer purchases two packs, receives two packs free.

***SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$168.00 (6 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: D. Keeney

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

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New package deal on New Winston.

New
Winston

BUY 2.
GET 2.

No
additives.
True
taste.

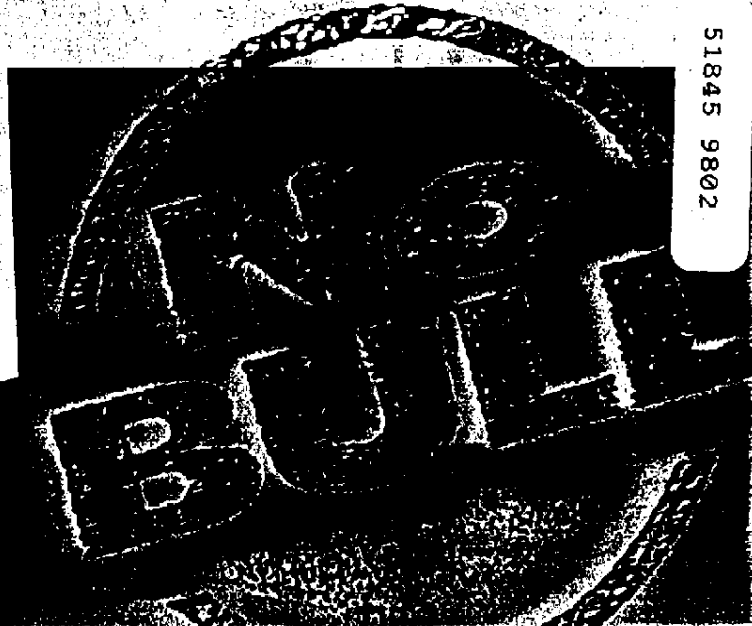
No
BULL



- Introducing new no-additive Winston
- Totally redesigned package lets customers know Winston is new inside and out



- Special buy 2, get 2 free August launch promotion
- New offer in eye-catching promo package
- Complete national advertising roll-out will drive traffic



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700465

WHOLESALE PACKING INSTRUCTIONS

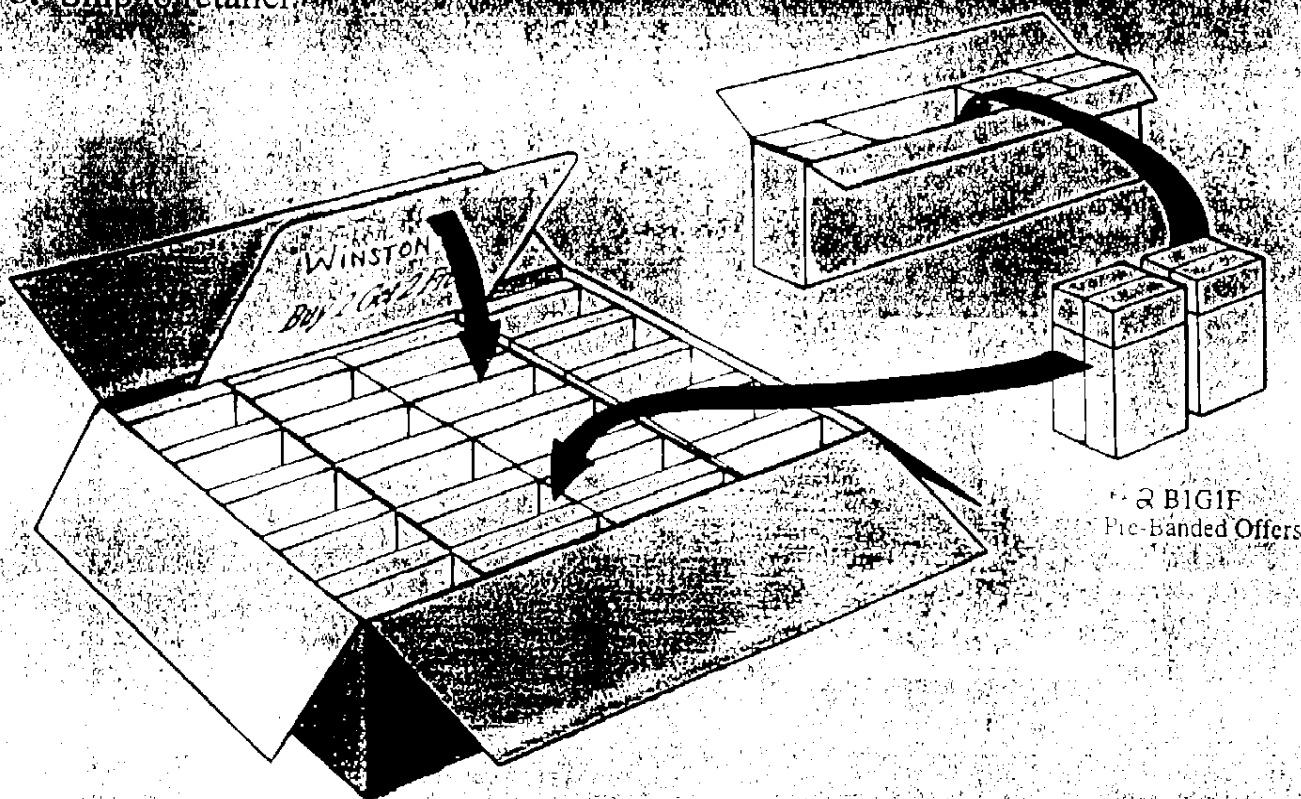
VALUE ADDED PROMOTIONS

Winston B2G2F (Buy 2 Packs Get 2 Packs Free)

STEPS

1. Open Winston B2G2F shipping case.
2. Place 2 B1G1F offers of the same brand style into each Winston sleeve (each case contains 20 sleeves).
3. Fold display header card down.
4. Close the case.
5. Ship to retailer.

Each white carton contains 5 Pre-banded 2 Pack "Buy-One-Get-One-Free" Offers



2 B1G1F Pre-Banded Offers

Item: # 526982

Description: WINSTON B2G2F Sleeve / POS Kit

Brand Style	WINSTON Box	WINSTON LT Box				
Number of Cartons	4	4				

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PROMOTION: 700465 WIN AUGUST B2G2F

TERR	ACCT	RETAIL NAME	CITY	ST	ZIP	CHAIN-ID	SEG	SIS		ACCT PHONE #	VAP WHOLESALER	PLAN	REVISED
								IND	VOL			SUG SKUS	PLAN SKUS
162201	076170	162323 KINNEY DRUG #12	MALONE	NY	12953	1874-0000	DG		88	(518)483-4110		0	2
162201	171448	162239 KINNEY DRUG #13	WATERTOWN	NY	13601	1874-0000	DG		493	(315)788-3570		0	2
162201	171490	162239 KINNEY DRUG #15	WATERTOWN	NY	13601	1874-0000	DG		338	(315)782-5700		0	2
162201	171498	162239 KINNEY DRUG #8	WATERTOWN	NY	13601	1874-0000	DG		478	(315)782-6530		0	2
162201	172591	162239 KINNEY DRUG #9	OGDENSBURG	NY	13669	1874-0000	DG		477	(315)393-2440		0	2
162201	172608	162239 KINNEY DRUG #17	POTSDAM	NY	13676	1874-0000	DG		260	(315)265-2770		0	2
162201	172614	162201 KINNEY DRUG #5	POTSDAM	NY	13676	1874-0000	DG		39	(315)265-8600		0	2
162201	172634	162239 KINNEY DRUG #1	GOVERNEUR	NY	13642	1874-0000	DG		344	(315)287-4012		0	2
162201	177996	162323 KINNEY DRUG #14	MALONE	NY	12953	1874-0000	DG		159	(518)483-3371		0	2
162201	336100	162239 KINNEY DRUGS, I	GOVERNEUR	NY	13642	1874-0000	21	18,000	(315)287-1500			0	0
162201	415326	162239 KINNEY DRUG #34	GOVERNEUR	NY	13642	1874-0000	DG		323	(315)287-2900		0	2
162201	491363	162239 KINNEY DRUG #10	MASSENA	NY	13662	1874-0000	DG		129	(315)764-0559		0	2
162201	555968	162323 KINNEY DRUG #2	SARANAC LAKE	NY	12983	1874-0000	DG		202	(518)891-3132		0	2
162201	599669	162239 KINNEY DRUG #16	CANTON	NY	13617	1874-0000	DG		322	(315)386-4563		0	2
162201	630505	162323 KINNEY DRUG #39	TUPPER LAKE	NY	12986	1874-0000	DG		165	(518)359-9173		0	2
162201	652798	162239 KINNEY DRUG #41	MASSENA	NY	13662	1874-0000	DG		93	(315)769-0311		0	2
162201	652801	162239 KINNEY DRUG #42	ALEXANDRIA BAY	NY	13607	1874-0000	DG		154	(315)482-6171		0	2
162201	727956	162239 KINNEY DRUG #30	WATERTOWN	NY	13601	1874-0000	DG		46	(315)482-6171		0	2
162202	171518	162202 KINNEY DRUG #6	CARTHAGE	NY	13619	1874-0000	DG		55	(315)493-0150		0	2
162202	171538	162238 KINNEY DRUG #4	ADAMS	NY	13605	1874-0000	DG		258	(315)232-4562		0	2
162202	171740	162238 KINNEY DRUG #24	PULASKI	NY	13142	1874-0000	DG		260	(315)298-2024		0	2
162202	172355	162235 KINNEY DRUG #20	LOWVILLE	NY	13367	1874-0000	DG		620	(315)376-7551		0	2
162202	325670	162238 KINNEY DRUG #32	BREWERTON	NY	13029	1874-0000	DG		166	(315)376-7551		0	2
162202	584029	162236 KINNEY DRUG #37	BRIDGEPORT	NY	13030	1874-0000	DG		328	(315)633-0073		0	2
162202	666525	162232 KINNEY DRUG #43	BALDWINSVILLE	NY	13027	1874-0000	DG		144	(315)635-3155		0	2
162202	735149	162238 KINNEY DRUG #47	MEXICO	NY	13114	1874-0000	DG		124	(315)635-3155		0	2
162202	762316	162236 KINNEY DRUG #3	CAMDEN	NY	13316	1874-0000	DG		274	(315)245-1224		0	2
162204	171160	162226 KINNEY DRUG #35	JOHNSON CITY	NY	13790	1874-0000	DG		227	(607)729-3414		0	2
162205	085216	162231 KINNEY DRUG #7	CORTLAND	NY	13045	1874-0000	DG		92	(607)753-9359		0	2
162205	171287	162231 KINNEY DRUG #36	CORTLAND	NY	13045	1874-0000	DG		161	(607)753-1591		0	2
162206	066088	162234 KINNEY DRUG #28	DOLGEVILLE	NY	13329	1874-0000	DG		418	(315)429-8565		0	2
162206	685421	162234 KINNEY DRUG #45	RICHFIELD SPRIN	NY	13439	1874-0000	DG		182	(315)858-3229		0	2
162206	701217	162236 KINNEY DRUG #46	CHITTENANGO	NY	13037	1874-0000	DG		167	(315)687-6110		0	2
162206	961448	162235 KINNEY DRUG #27	ILION	NY	13357	1874-0000	DG		101	(315)894-2381		0	2
162301	113592	162323 KINNEY DRUG #18	ST ALBANS	VT	5478	1874-0000	DG		70	(802)524-6543		0	2
162301	177810	162323 KINNEY DRUG #19	PLATTSBURGH	NY	12901	1874-0000	DG		110	(518)561-3510		0	2
162301	623924	163829 KINNEY DRUG #26	COLCHESTER	VT	5446	1874-0000	DG		65	(802)878-2398		0	2
162301	652797	162323 KINNEY DRUG #40	PLATTSBURGH	NY	12901	1874-0000	DG		111	(518)561-8667		0	2
162303	619947	162234 KINNEY DRUG #25	ST JOHNSVILLE	NY	13452	1874-0000	DG		229	(518)568-2400		0	2
163809	114007	163829 KINNEY DRUG #21	ESSEX JUNCTION	VT	5452	1874-0000	DG		143	(802)878-5351		0	2
163809	114139	163828 KINNEY DRUG #11	BARRE	VT	5641	1874-0000	DG		123	(802)476-6659		0	2
163809	599665	163828 KINNEY DRUG #38	MIDDLEBURY	VT	5753	1874-0000	DG		72	(802)388-0973		0	2
163809	760411	163828 KINNEY DRUG #22	VERGENNES	VT	5491	1874-0000	DG		170	(802)877-3148		0	2
163809	760655	163829 KINNEY DRUG #23	MORRISVILLE	VT	5661	1874-0000	DG		157	(802)888-5244		0	2
164260	671954	164260 KINNEY DRUG, IN	GOVERNEUR	NY	13642	1874-0000	DS			(802)888-5244		0	0

PAGE BREAK TOTAL ACCOUNTS 45 TOTAL QUANTITY 86

PROMOTION TOTAL ACCOUNTS 45 TOTAL QUANTITY 86

**** END OF REPORT ****

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07/30/97

ACCOUNT NUMBER: 336100 KINNEY DRUGS, INC.
VOUCHER NUMBER: 15363227 520 E MAIN ST
DATE WRITTEN: 07/30/97 GOUVERNEUR, NY 13642
STATUS: PAID
AMOUNT PAID: 168.00 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	6.00	168.00

EXPLANATION: AUGUST: WINSTON B2G2F #700465/D. KEENEY

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